

# Lisa Adair Ragland

## INFO

**Portfolio:** [lisaragland.com](http://lisaragland.com) ▶

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By one definition, I am an artist; by another, a designer. By yet another, I make a great partner. My passions include learning by doing, experimenting my way towards solutions, making things pretty when necessary, making things ugly when necessary...and celebrating function in all of its many forms. I believe everyone is inherently creative (you may express your creativity through humor, leadership style, sales strategy, research, or yep, even numbers.) I express my creativity through interaction with others, and through the use of art, design, and words.

## TECH, ETC.

### I work with:

Adobe Creative Suite

If I don't know how to do it, I learn it, or find the person in the room who does.

SEE SECTION 2 : SELECTED WORK ▶

## HISTORY

### Consultant: *Design, Illustration, Lettering* 2001—present

Clients include: DSW Inc., EXPRESS, Bath & Body Works, MacTools, Kreber, Justice (Ascena Retail)

### Ologie: *Senior Designer* Feb. 2016—2017

Focus on building meaningful brands and campaigns for clients in higher education through deep-dive research.

### DSW Inc.: *Senior Designer* 2012—2015

Digital marketing for email and web assets

Print marketing for special events, brand partnerships, and new store openings. outdoor media, window graphics, direct mail, and book design.

### EXPRESS: *Senior Designer* 2011—2012

Digital with an emphasis on web assets and banner ads.

Print with an emphasis on packaging and garment marketing.

### Wallace Designs Group: *Design Director* 2007—2011

Product design (giftware) with a focus on private label. Close partnership with internal sales team, clients, and a roster of overseas manufacturers.

**Clients included: Walmart, Safeway, Bloomingdales, Macy's, Neiman Marcus, and Staples.**

### Gooseberry Patch: *Design and Art Direction* 2000—2006

I began my career as a Commercial Illustrator for a niche retail catalog. This rare experience taught me to blend the emotional aspect of art with the strategic arm of commerce, balance the conceptual with production needs, and manage a team of designers. Additional experience with book design, style guides, and press checks.

## EDU

### BFA, Columbus College of Art & Design